IN THE CLAIMS

Claims 1-30 (canceled)

31.   (new) A software platform for referencing websites on the Internet indexed by research tools, comprising:

a database;

a client interface for granting a client managing a referenced website access to said database; and

a consultant interface for granting access to a consultant responsible for the referencing of a website to said database; and

a module for providing distinct data to the client or the consultant according to the interface used for accessing said platform.

32.   (new) The software platform of claim 31, further comprising a visibility module for analyzing the visibility of a website in the Internet to provide a visibility data, wherein the visibility of said website is the rate of appearance or classification of said website in a list of results proposed by a search tool in response to a key word.

33.   (new) The software platform of claim 32, wherein said visibility module comprises a specific or dedicated software for obtaining the classification of said website in said list of search results proposed by indicated search tools based on furnished key words, a list of selected search tools and a particular URL.

34.   (new) The software platform of claim 32, wherein said visibility data is automatically presented in a dedicated data processing format to said client via said client interface or to said consultant via said consultant interface.

35.   (new) The software platform of claim 34, further comprising means for inserting images and means for commenting on said presented visibility data at said client interface level, and means for transmitting said images and said commentaries to said client via said client interface.

36.   (new) The software platform of claim 32, wherein said consultant interface further comprises means for modifying the presentation of said search results at said client interface, and means for selecting as key words one of the following: (i) exact expressions, (ii) parts of an expression or (ii) combination of (i) and (ii).

37.   (new) The software platform of claim 32, wherein said consultant interface presents at least one of the following modules:

a ranking submodule for selecting data relative to the classification of a URL in regard to search engines;

an evolution submodule for filtering raw data to provide data relating to the evolution of the visibility of a website according to different periods of time so as to identify variations of visibility;

a competitors submodule for submitting, at the client's request, visibility studies relating to websites competing with the client's website;

a guarantee submodule for filtering said raw data relating to said client in order to provide data relating to the nature of the service requested by said client; and

a help module for providing information relating to the use of the platform in order to understand its operation.

38.   (new) The software platform of claim 32, further comprising means for referencing a website in a quasi-immediate manner by storing said website in a database of a search tool.

39.   (new) The software platform of claim 38, further comprising means for reading the content of said website of said client, coded in HTML, and means for translating the content into XML document; and wherein said database of said search tool is operable to store said XML document.

40.   (new) The software platform of claim 39, wherein said means for translating is operable to read the content of said website, generate URL addresses for all pages of said website, associate a title, key words, a description, a detailed description and a TAG, with each URL created, generate an XML document grouping together all this information, integrate an anti-spam filter to adapt the XML document to search tools, and directly submit all the data formatted in XML language to be read by a spider of each of said search tools, thereby permitting indexation of all of the data contained in said XML document to be published in the lists of said search results.

41.   (new) The software platform of claim 39, further comprising means for generating and inserting a TAG into said XML document to permit counting access to said website via said search tool.

42.   (new) The software platform of claim 41, wherein said client interface displays the number of accesses detected by said TAG in real time, and permits consultation of an index of principal technical terms employed.

43.   (new) The software platform of claim 42, further comprising means for selecting a period of time and wherein said client interface is operable to display the number of access detailed by said TAG in said period of time.

44.   (new) The software platform of claim 43, further comprising means for accessing a set of analyses relating to the visits to said website, wherein said set of analyses

include the following: number of visits in one day, the number of new visitors, or the duration of the visits.

45. (new) The software platform of claim 44, wherein said client interface is operable to permit said client to consult a list of the search engines involved, the number of visits generated by each engine, and the list of the key words considered.

46. (new) The software platform of claim 44, wherein said client interface is operable to permit said client to access pages consulted by websurfers or a recapitulation of the navigation type of said websurfers on said website.

47. (new) The software platform of claim 44, wherein said client interface is operable to permit said client to consult an analysis of the languages in which the visits to said website have been made, and the distribution, in terms of time zone, of said visits in one day.

48. (new) The software platform of claim 44, wherein said client interface is operable to permit said client to consult technical information relating to said browser on platforms used by Internet users to visit said clients' website, enabling said client to improve or to adapt said website to said browser or platforms.

49. (new) The software platform of claim 44, further comprising a system for identifying websurfer accessing said website, in real time, including at least one of the following: a host from which said user makes a visit to said website, a page viewed by said websurfer, duration of the visit, and the items or products visited by said websurfer, and wherein said system is operable to permit said client to make direct contact with said websurfer in real time to exchange information in text mode or to send said websurfer text, sound or video files in a different format.

50. (new) The software platform of claim 31, further comprising means for said client to follow the progress of the work performed by said consultant in connection with a predetermined plan.

51. (new) The software platform of claim 50, wherein said client interface is operable to support and offer at least one of the following services to said client:

consultation of information concerning said client's website, and consultation of referencing and positioning information relative to a competitor's website;

consultation of strategic orientations decided jointly by said client and said consultant;

consultation of title and description of said client's website made by said consultant, appearing in search tools or engines and pertinent key words by which said client's website can be referenced;

transmission of pages optimized for said client's website by said consultant to said client; and

submission to said client website provided by each search tool or engine via submission windows.

52. (new) The software platform of claim 31, wherein said consultant interface is operable to permit said consultant to select different types of postings or charts which can be personalized for said client.

53. (new) The software platform of claim 31, wherein said consultant interface is operable to permit said consultant to access said client's website and all the services furnished by the platform to said client.

54. (new) The software platform of claim 32, further comprising a findoperator module for controlling the access to a collection of client's websites by an

operator based on said operator's imposed restrictions and terms of consulting agreement, said collection of client's websites being treated with white marks by referencing enterprise, and means for providing said consultant access to said findoperator module.

55. (new) The software platform of claim 54, wherein said consultant interface is operable to permit said consultant to provide statistical results on each website in said collection of client's website to said operator and to a respective client, and provide distribution statistics of said operator's product to said operator.

56. (new) The software platform of claim 31, further comprising an administrator interface for creating, modifying and eliminating users of the platform and records kept by said consultant.

57. (new) The software platform of claim 35, further comprising a system Virtual Brain which provides based on said visibility data, one or more commentaries representing said consultant's reflection, said commentaries being determined by comparing said visibility data with visibility data stored in said database and associated with said commentaries.

58. (new) The software platform of claim 31, wherein pages of the platform accessible to said client are generated from data coded in the Java programming language.

59. (new) The software platform of claim 31, further comprising means for printing pages in course of consultation, providing a help program or an index of principal technical terms employed, and downloading documents.

60. (new) The software platform of claim 31, wherein said client's interface is operable to restrict said access to only those modules for which said client has subscribed with said consultant for the associated service.